

Digital Twin: Hype or Hit?

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Outline

Hype

Mainstream/Hit

Hype vs. Mainstream/Hit

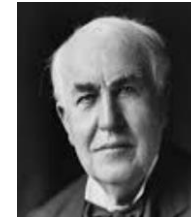
Conclusions

Hype

- Derived from hyperbole
- Promotion consisting of exaggerated claims
- Promoting image above the actual quality of the product/technology
- A situation in which something is advertised and discussed a lot in order to attract everyone's interest
- A strategy of using extreme publicity (in Marketing)



“Books will soon be obsolete in the public schools. Scholars will be instructed through the eye. ... Our school system will be completely changed inside of ten years.”



Thomas Edison - 1913

“In from three to eight years we will have a machine with the general intelligence of an average human being. I mean a machine that will be able to read Shakespeare, grease a car, play office politics, tell a joke, have a fight. At that point the machine will begin to educate itself with fantastic speed. In a few months it will be at genius level and a few months after that its powers will be incalculable.”



Marvin Minsky - 1970

How do you discern the hype from what's viable?

Mainstream -> Hit

mainstream

- Acceptation
- Known and realistic expectations
- Balanced attention
- Application by numerous stakeholders
- Known and proven benefits

Hype versus Mainstream

Criteria

- Expectations
- Attention
- Involvement of stakeholders
- Benefits

Hype versus Mainstream

Criteria	Hype	Mainstream
Expectations	Unrealistic	Realistic
Attention	Strong increase	Balanced
Involvement stakeholders	Few	Numerous
Benefits	High, not proven	Proven

Proposition 'Digital Twin expectation'

Are the expectations of Digital Twin

1. Unrealistic
2. Partly realistic
3. Realistic

Proposition 'Attention of Digital Twin'

Does the attention of Digital Twin show:

1. A strong increase
2. A decrease
3. A balance

Proposition 'Involvement of stakeholders'

Stakeholders of Digital Twin are:

1. A few
2. A specific group
3. Numerous

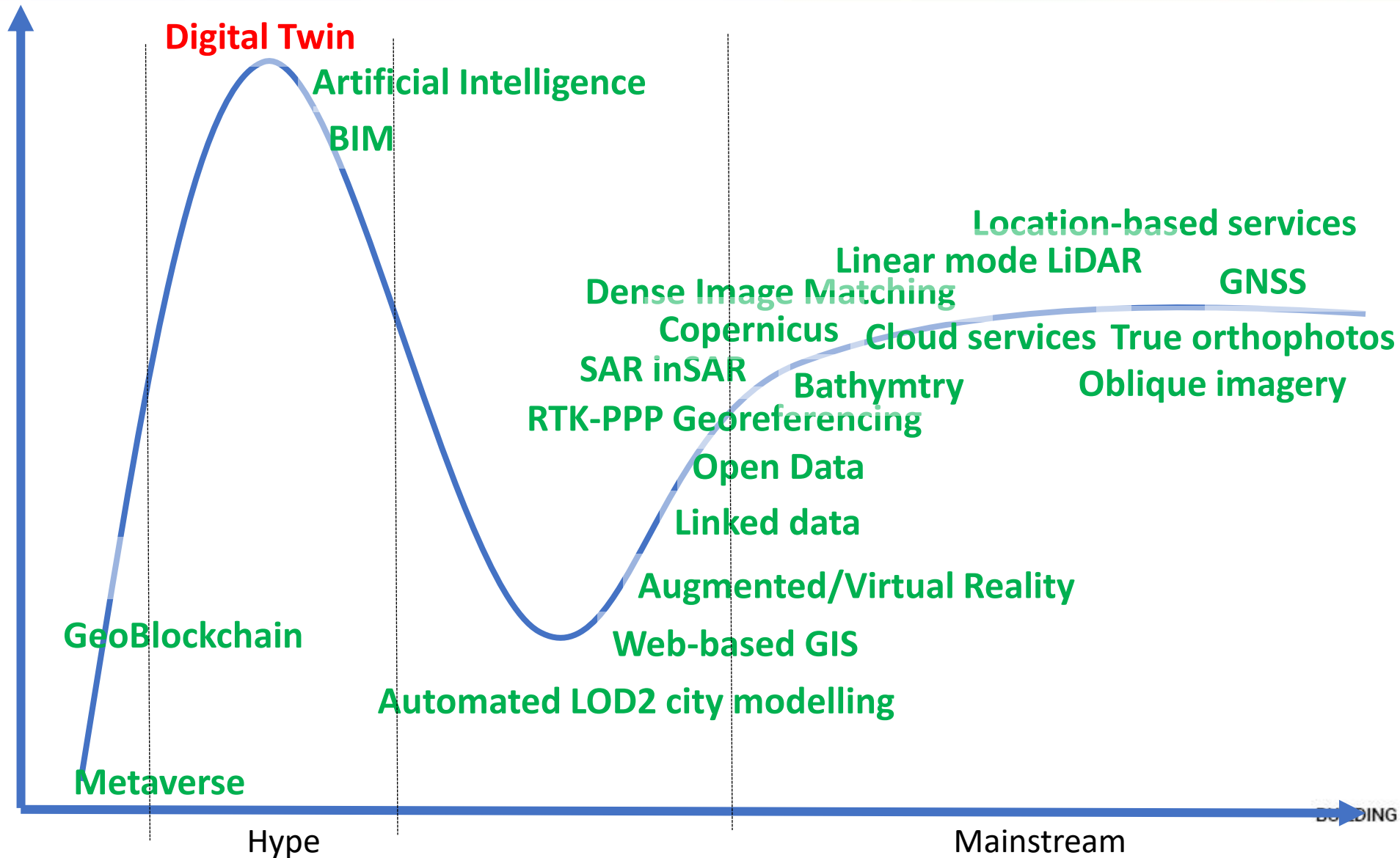
Proposition 'Benefits of Digital Twin'

Benefits of Digital Twin are:

1. Exaggerated
2. Slightly exaggerated
3. Proven

Hype versus Mainstream 2023

Criteria	Hype	Mainstream
Expectations	Unrealistic	Realistic
Attention	Strong increase	Balanced
Involvement stakeholders	Few	Numerous
Benefits	High, not proven	Proven
Conclusion: Digital Twin is over the hype		



Digital Twin is over the Hype

Digital Twin is hopefully becoming a hit

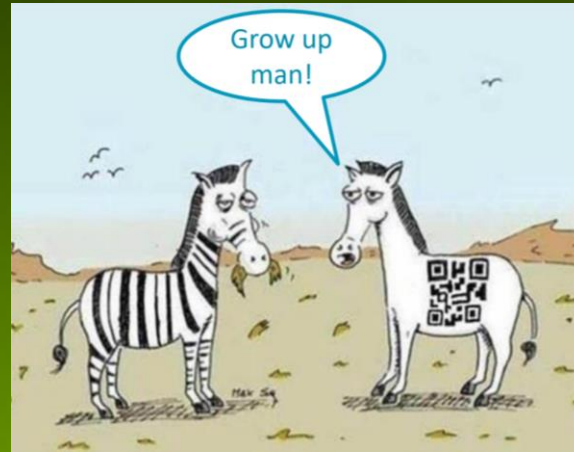
**Need to think carefully about how you use digital twin
(and to be aware that digital twin is NOT a silver bullet)**

**It would be wise not to expect miracles and radical
changes of digital twin**

**If you 'torture' digital twins long enough they will
confess to anything**



3RD BUILDING DIGITAL TWIN International Congress



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THIS PROJECT HAS RECEIVED FUNDING FROM THE EUROPEAN UNION'S HORIZON EUROPE RESEARCH AND INNOVATION PROGRAMME – PROJECT 101058541 – DIGICHECKS